

Steve W. Berman (*pro hac vice*)
Emilee N. Sisco (*pro hac vice*)
Stephanie Verdoia (*pro hac vice*)
HAGENS BERMAN SOBOL SHAPIRO LLP
1301 Second Avenue, Suite 2000
Seattle, WA 98101
Telephone: (206) 623-7292
Facsimile: (206) 623-0594
steve@hbsslaw.com
emilees@hbsslaw.com
stephaniev@hbsslaw.com

Benjamin J. Siegel (SBN 256260)
HAGENS BERMAN SOBOL SHAPIRO LLP
715 Hearst Avenue, Suite 202
Berkeley, CA 94710
Telephone: (510) 725-3000
Facsimile: (510) 725-3001
bens@hbsslaw.com

Counsel for Plaintiffs and the Proposed Classes

Jeffrey L. Kessler (*pro hac vice*)
David G. Feher (*pro hac vice*)
David L. Greenspan (*pro hac vice*)
Adam I. Dale (*pro hac vice*)
WINSTON & STRAWN LLP
200 Park Avenue
New York, NY 10166-4193
Telephone: (212) 294-4698
Facsimile: (212) 294-4700
jkessler@winston.com
dfeher@winston.com
dgreenspan@winston.com
aidale@winston.com

Jeanifer E. Parsigian (SBN 289001)
WINSTON & STRAWN LLP
101 California Street, 34th Floor
San Francisco, CA 94111
Telephone: (415) 591-1000
Facsimile: (415) 591-1400
jparsigian@winston.com

Counsel for Plaintiffs and the Proposed Classes

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
OAKLAND DIVISION

IN RE COLLEGE ATHLETE NIL
LITIGATION

Case No. 4:20-cv-03919 CW

**DECLARATION OF SEDONA PRINCE IN
SUPPORT OF PLAINTIFFS' MOTION FOR
CLASS CERTIFICATION**

1 I, SEDONA PRINCE, declare as follows:

2 1. I am a plaintiff in the action entitled *In re College Athlete NIL Litigation*, Case No.
3 4:20-cv-03919 CW filed in the U.S. District Court Northern District of California Oakland Division.

4 I have personal knowledge of the facts stated in this declaration.

5 2. I am a current Division I athlete who competes for the University of Oregon women's
6 basketball team in the Pac-12 Conference. I am a full athletic GIA recipient. I also attended the
7 University of Texas at Austin on a basketball scholarship until I suffered a leg injury in 2018 and
8 subsequently transferred to the University of Oregon.

9 3. Due to the NCAA's transfer rules, I was required to sit out of the 2019-2020
10 basketball season. I led my University of Oregon team in scoring as a starting forward during the
11 2021-2022 season, and I have one more year of remaining eligibility for the 2022-2023 season.

12 4. In addition to my efforts on the basketball court, I have also worked to fight for the
13 rights of other college athletes like myself by publicly advocating for gender equity in sports and
14 founding an LGBTQIA+ organization for college athletes.

15 5. I was prohibited by the NCAA from receiving any compensation for the use of my
16 name, image, or likeness until July 1, 2021.

17 6. For example, when the NCAA required me to sit out for a year after transferring, I
18 was approached by several fans who encouraged me to create and sell "Free Sedona" t-shirts. I
19 wanted to make and sell the t-shirts, but because of the NCAA's NIL rules I was unable to do so.

20 7. Since July 1, 2021 I have obtained compensation for the use of my name, image, and
21 likeness through various endorsement deals, social media content, and other NIL-related activities.

22 8. I have worked hard to develop my personal brand value including by taking
23 advantage of NIL resources that are now being offered by my school, enrolling in marketing and
24 business classes at my university, networking and developing connections with local and nationwide
25 businesses, growing my social media presence and engagement, and hiring a talent agency to
26 represent me in my NIL licensing deals.

1 9. Since July 1, 2021, I have been involved in paid social media promotional campaigns
2 for numerous major companies including Crocs, Butterfinger, H&R Block, Dick's Sporting Goods,
3 Pepsi, Pape Machinery, and DirecTV.

4 10. I also created and marketed my own line of merchandise and apparel that is currently
5 available for sale through the University of Oregon Duck Store.

6 11. This year I have also been able to take advantage of several opportunities to
7 participate in interviews and documentaries that allow me to share my personal experiences as a
8 college athlete and to better advocate for athletes' rights and other social issues that are important to
9 me.

10 12. I have also been an active participant in various panel discussions regarding college
11 athlete NIL rights, including at the 2022 INFLCR NIL Summit where I was awarded Female NIL
12 Athlete of the Year.

13 13. I understand that I am a proposed class representative in this lawsuit. As a class
14 representative, I understand that if the Court certifies either or both classes I would represent the
15 Injunctive Relief Class and the Women's Basketball Class, asserting claims on behalf of the classes
16 under the Sherman Act § 1. I also understand that I must consider the interests of other class
17 members in pursuing my claims.

18 14. I have retained counsel to prosecute this case, and I am actively involved. As part of
19 my duties as a class representative, I reviewed the Consolidated Amended Complaint to ensure the
20 accuracy of the facts as they related to me. I also searched for and provided documents and other
21 information to my attorneys and assisted in the preparation of discovery responses, including
22 interrogatories. I have spoken with my counsel about the facts of the case and strategy, and discussed
23 discovery sent to the defendants. I understand that, from time to time, I need to confer with my
24 attorneys and perform tasks upon their request. I also understand that I may be required to travel to,
25 and appear, for a deposition. I also understand that I may need to assist in the preparation of
26 additional discovery responses and may need to produce further documents and materials if my
27 attorneys request it. I also understand that I may be called to testify at trial in this case. I am willing
28 and able to fulfill all of my duties as a class representative.


1 15. I understand my responsibilities as a proposed class representative, including to act in
2 the best interests of the class members. I will look after the interests of the class and support my
3 attorneys' efforts to obtain damages and injunctive relief for all class members as quickly and
4 efficiently as possible. If I am appointed Class Representative and a settlement offer is made, I will
5 work with my counsel to get the best results for the class. To the best of my knowledge, my interests
6 in obtaining damages and injunctive relief are aligned with the interests of all class members, and I
7 do not have a conflict with any class member.

8 16. If this case were not certified as a class action, I could not afford to pay an attorney to
9 bring an individual lawsuit on my behalf for the legal claims at issue.

10 17. I have not been promised any special compensation or reward in exchange for serving
11 as a class representative, beyond the relief we hope to obtain for all class members.

12 I declare under penalty of perjury under the laws of the United States that the foregoing is
13 true and correct.

14 Executed this 17th day of October, 2022 at Eugene, Oregon.

15
16 DocuSigned by:

21C9E3C386DD486...

17 SEDONA PRINCE
18
19
20
21
22
23
24
25
26
27
28